



## HOWARD COUNTY TOURISM NEWS

FOR IMMEDIATE RELEASE

Rachelina Bonacci, Executive Director, Howard County Tourism

410-313-1439w, 410-808-0916c, [rachelina@visithowardcounty.com](mailto:rachelina@visithowardcounty.com)

Sue Emerson, Director of Business & Community Development, Howard County Tourism

410-313-1903 w, 410-538-1659 c, [sue@visithowardcounty.com](mailto:sue@visithowardcounty.com)

### Declare Independence from Your Kitchen this Summer & Take a Local Gourmet Getaway

#### Howard County Tourism debuts county's first ever Restaurant Weeks

*Ellicott City, MD (July 11, 2008)* – Howard County Tourism invites you to take a local gourmet getaway and dine at the over 20 participating independent restaurants during the county's first Restaurant Weeks promotion July 21 – August 3, 2008. Participating restaurants will offer a three-course dinner menu for \$30.08, and a two-course lunch menu for \$20.08 (tax and gratuity not included, promotions and menus varies by restaurant). Cities across the U.S. have hosted Restaurant Weeks, in response to the popularity of culinary tourism. "Restaurant Weeks is an event that our customers have always asked for, and I'm glad Howard County's version has the unique twist of celebrating the independent restaurants," said Jordan Naftal, owner of Jordan's Steakhouse in historic Ellicott City.

The first-ever national culinary tourism report from the Travel Industry Association (TIA) states that culinary tourism is a growing travel trend, with 27 million travelers, or 17 percent of American leisure travelers, engaged in culinary or wine-related activities while traveling within the past three years. The new TIA report surveyed more than 2,300 U.S. leisure travelers. "The spirit of cooperation demonstrated by the local independent restauranters to create the first ever Restaurant Weeks in Howard County in partnership with the office of Tourism is really terrific. Restaurant Weeks gives residents and regional visitors the opportunity to take a tasting tour of the great variety and quality of local restaurants in the county" said Joe Barbera, owner AIDA Bistro & Wine Bar in Columbia Gateway. He added "in these economic times it is really important to 'go local,' because it supports local restaurants who support local farmers and for the local customer you enjoy a unique chef's menu, save time, money and gas."

#### Chance To Win a FREE \$100.00 gas card

"With so many calls coming in to our office for "staycation" ideas, this seemed like a great time to organize our own Restaurant Week as a 'gourmet getaway,'" said Sue Emerson, from the Howard County Tourism office, who is coordinating the event. "This summer people are certainly staying closer to home because of gas prices, Restaurant Weeks gives them the opportunity to take a local roadtrip and discover Howard County's many fine independent restaurants." An added incentive is the chance to win a FREE \$100.00 gas card. The Tourism office invites diners to submit photos of themselves taken at participating restaurants during the promotion. Those who submit photos taken at the most restaurants (which must be identifiable in the photo) will be entered to win a \$100.00 gas card. Photos should be submitted to [HCRestaurantWeeks@gmail.com](mailto:HCRestaurantWeeks@gmail.com) with additional contact information.

#### Make Your Reservation Directly With Participating Restaurants

To see a list of participating restaurants, go to [www.visithowardcounty.com](http://www.visithowardcounty.com) and go to the Restaurant Week link on the left. The site links directly to the restaurants. Reservations are recommended, and should be made by calling the restaurant directly. Participation / promotions varies by restaurant.

- AIDA BISTRO WINE BAR, Columbia Gateway

- CAFE de PARIS, Columbia
- CLYDE'S OF COLUMBIA, Columbia
- CRAB SHANTY, Ellicott City
- ELKRIDGE FURNACE INN , Elkridge
- GREYSTONE GRILL, Columbia
- IRON BRIDGE WINE COMPANY, Columbia
- JORDAN'S STEAKHOUSE, Historic Ellicott City
- KELSEY'S RESTAURANT, Ellicott City
- KING'S CONTRIVANCE, Columbia
- MELTING POT, Columbia
- o.Z. CHOPHOUSE, Maple Lawn
- RAMS HEAD TAVERN, Historic Savage Mill
- RANAZUL, Maple Lawn
- THE RUMOR MILL , Historic Ellicott City
- TERSIGUEL'S FRENCH COUNTRY RESTAURANT, Historic Ellicott City
- TRAPEZE, Maple Lawn
- ALEXANDRA'S at Turf Valley Resort, Ellicott City
- VICTORIA GASTRO PUB , Columbia
- WATERSIDE at the Sheraton Columbia Towncenter Hotel, Columbia
- WAVERLY GRILL , Marriottsville

### **RESTAURANT WEEK... A Brief History...**

In 1992 the nation's eyes were focused on New York City as it prepared to host the Democratic National Convention. It was the perfect time to demonstrate that NYC was indeed the restaurant capital of the world, and so a promotional campaign was devised. One hundred participating restaurants offered a prix-fixe, three-course lunch for \$19.92. The promotion was successful beyond anyone's expectations, and "Restaurant Week" became a Big Apple yearly event. As its popularity grew, it was extended to two weeks and is now done twice a year. The idea of Restaurant Week soon caught on across the country. Boston, Atlanta, San Diego, Philadelphia, Washington, D.C., Baltimore --all have their own Restaurant Weeks, now proudly we can add Howard County, MD to that list!

### **HOWARD COUNTY TOURISM... A Destination Marketing Organization...**

Howard County Tourism, Inc., a non-profit, membership-based organization funded by generous grants from the State and County. Howard County Tourism is recognized by both Howard County Government and the Maryland Office of Tourism Development as the official Destination Management Organization for Howard County, Maryland. Tourism's mission is to increase, develop and promote tourism in Howard County by featuring the county's unique sites, services, products and people by creating marketing opportunities like Restaurant Weeks. For more information contact Howard County Tourism or check out our website [www.VisitHowardCounty.com](http://www.VisitHowardCounty.com).

###